

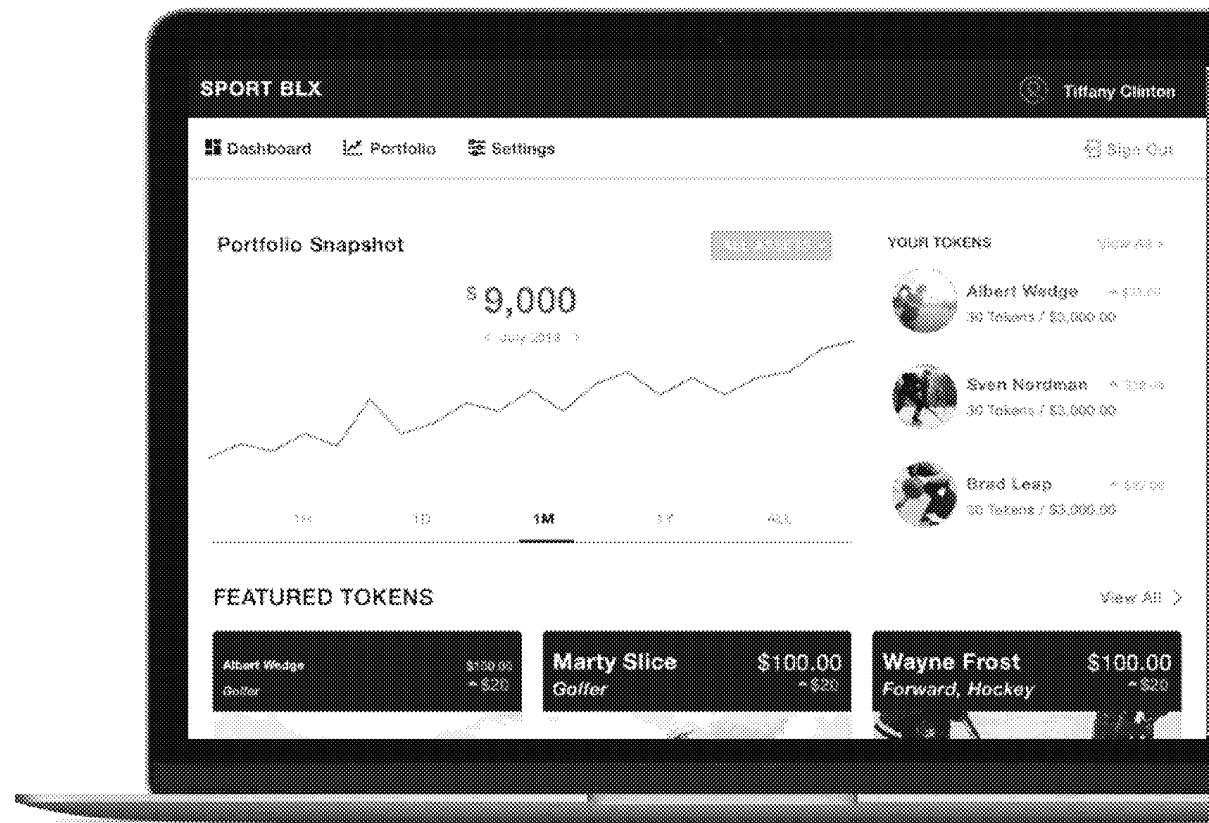


**SPORTBLX**

INTRODUCING:



Enabling fans and investors to use their knowledge to passionately engage and invest in the sports they love.



Note: Wireframes are subject to final design.

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SPORTBLX0147935

## BACKGROUND

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### Digital Marketplaces

Since the advent of the Internet, digital marketplaces have paired buyers and sellers to enable the transacting of goods and services that were never before possible. The world became more connected and accessible.



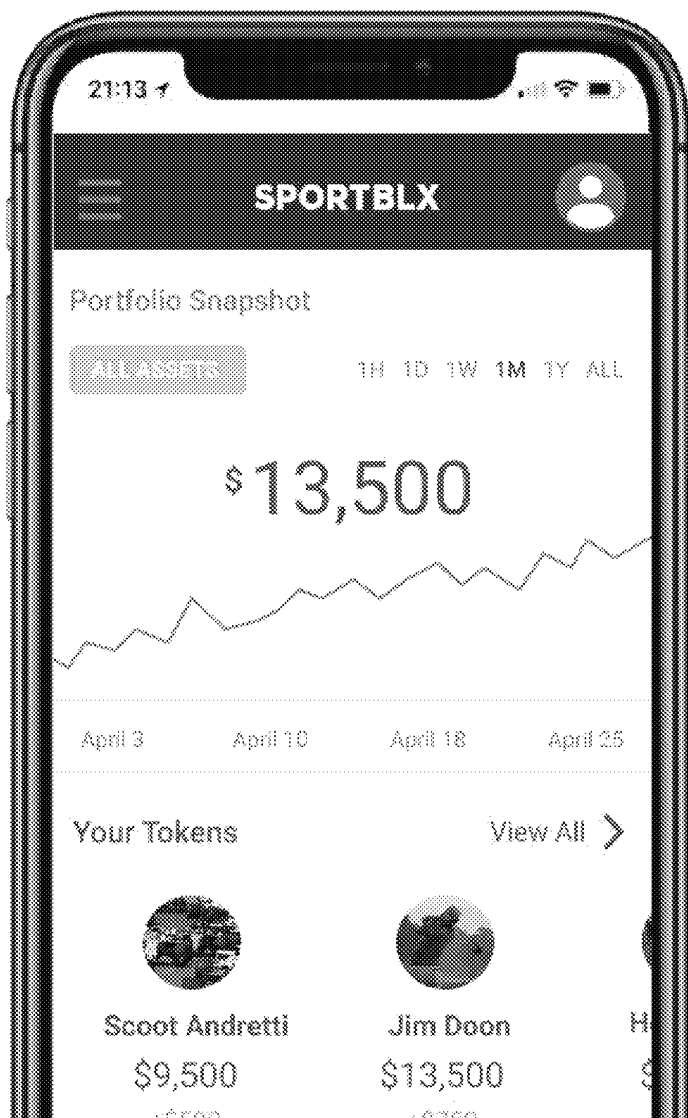
### Sharing Economies

Recently, sharing economy marketplaces have been pairing buyers and sellers essentially creating fractional usage of assets that can be sold. The world has now become more convenient and accessible.



### Democratized Ownership of Unique Assets

Ownership of unique assets, both passive and fractional interest, enabled by a distributed ledger and consumer facing user interface have business use cases in sports, and have the power to be disruptive.

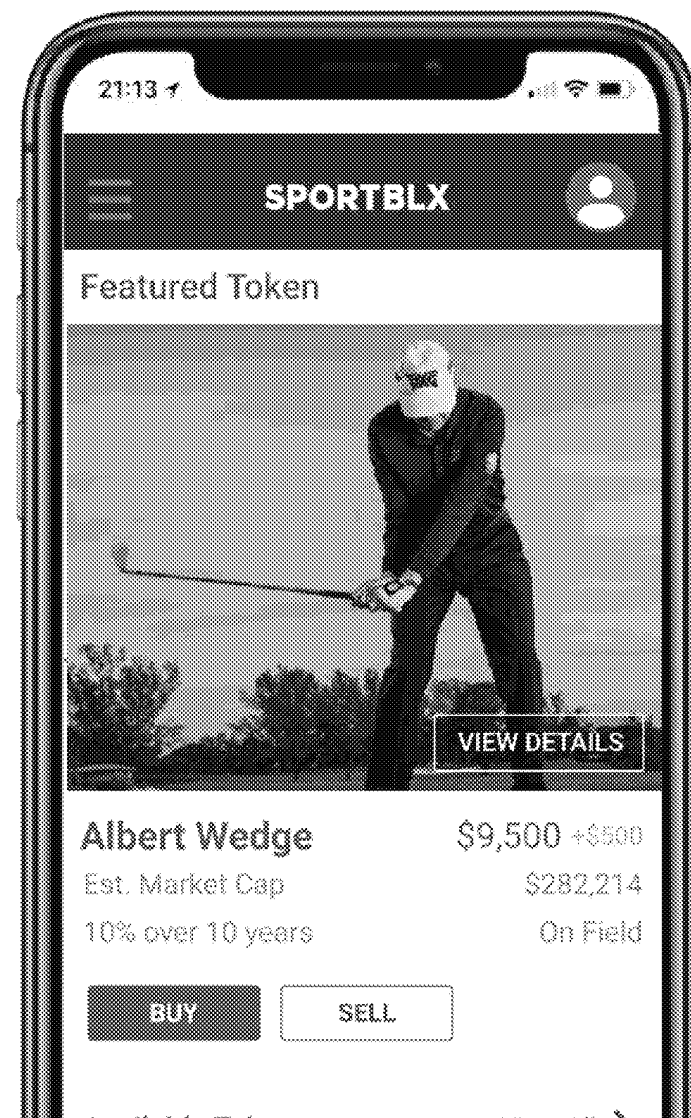


We offer professional athletes and owners of unique assets a new economy intended to monetize their enterprise value while enhancing their global business access and brand value.

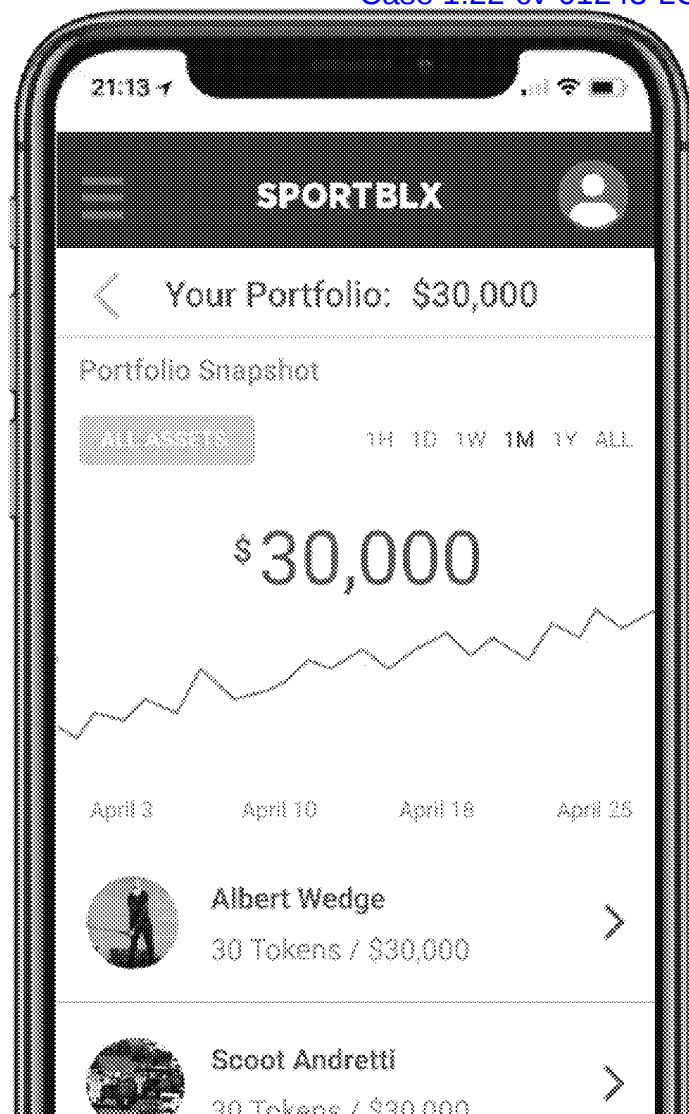
**SPORTBLX**

has designed an ecosystem for structured digital share offerings backed by these interests and a digital marketplace.

Fans and investors can buy and trade a fractional interest (revenue share in the earnings of the professional athletes *or* equity in a team or asset) in something they love and take part in the value creation that comes with success in sports.

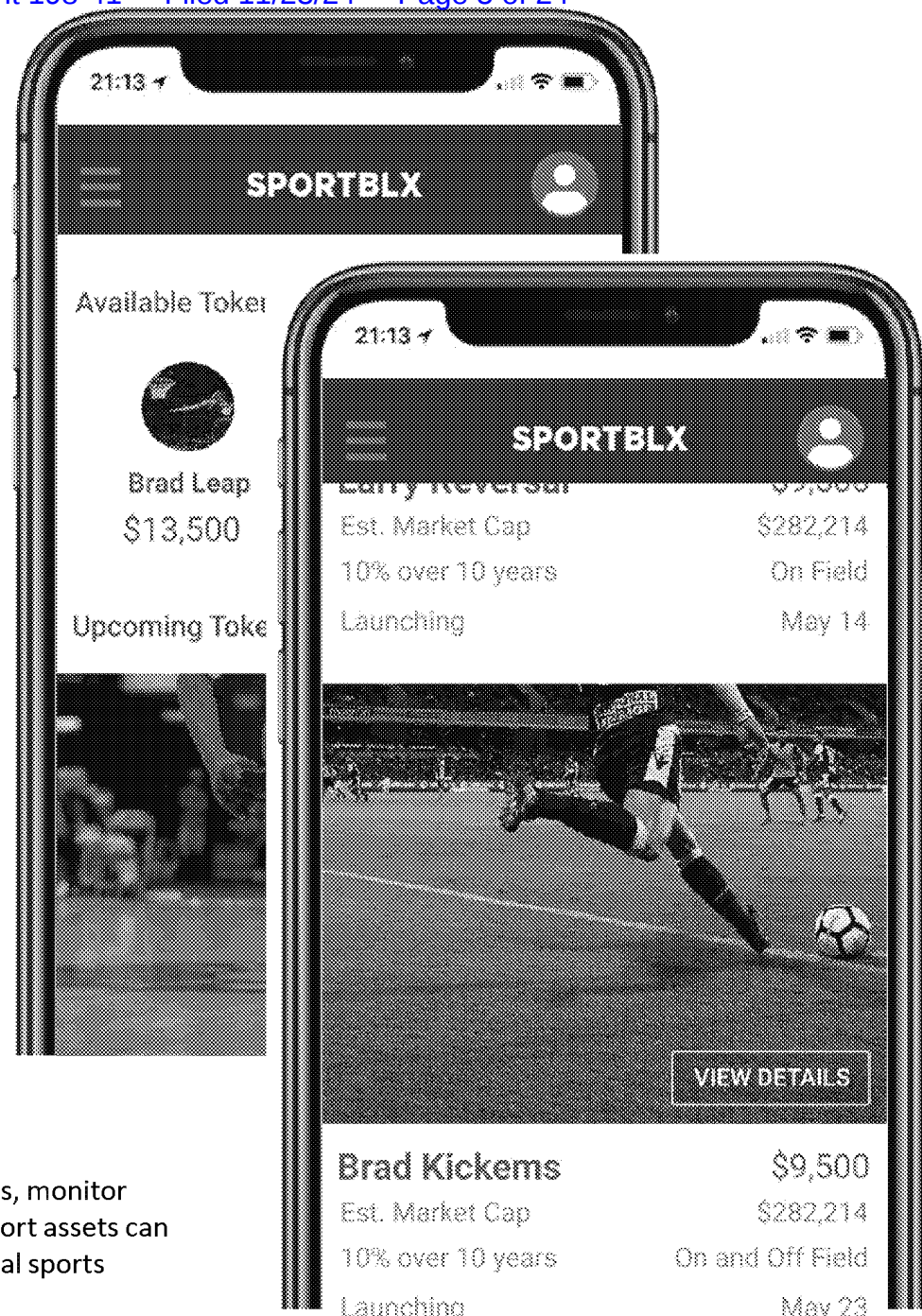


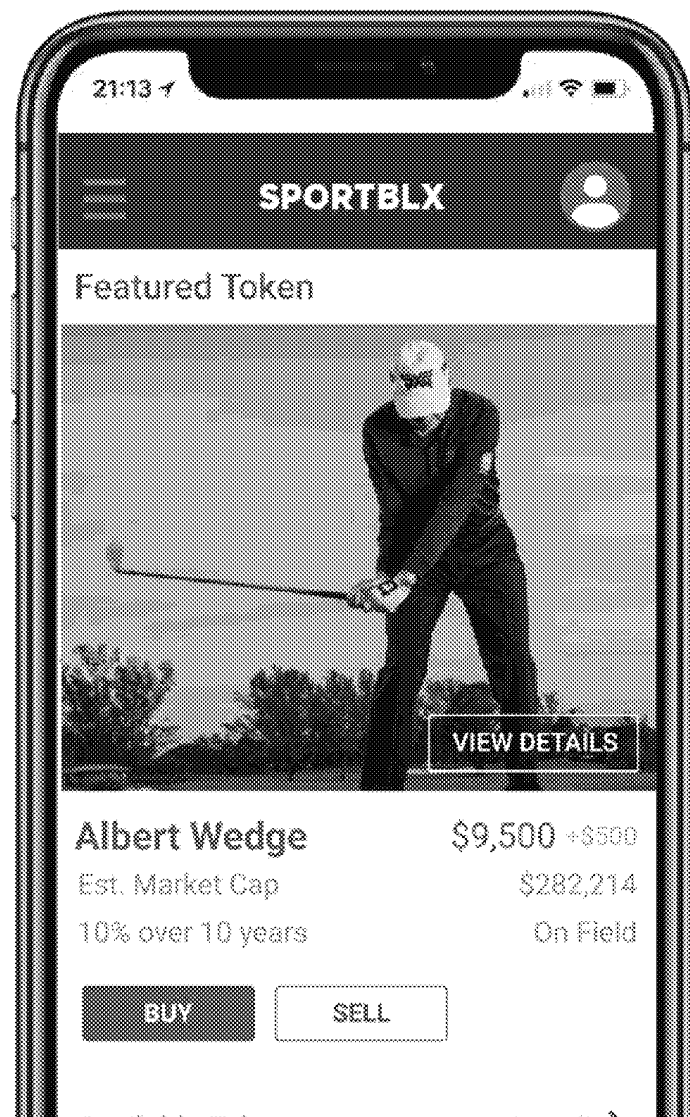
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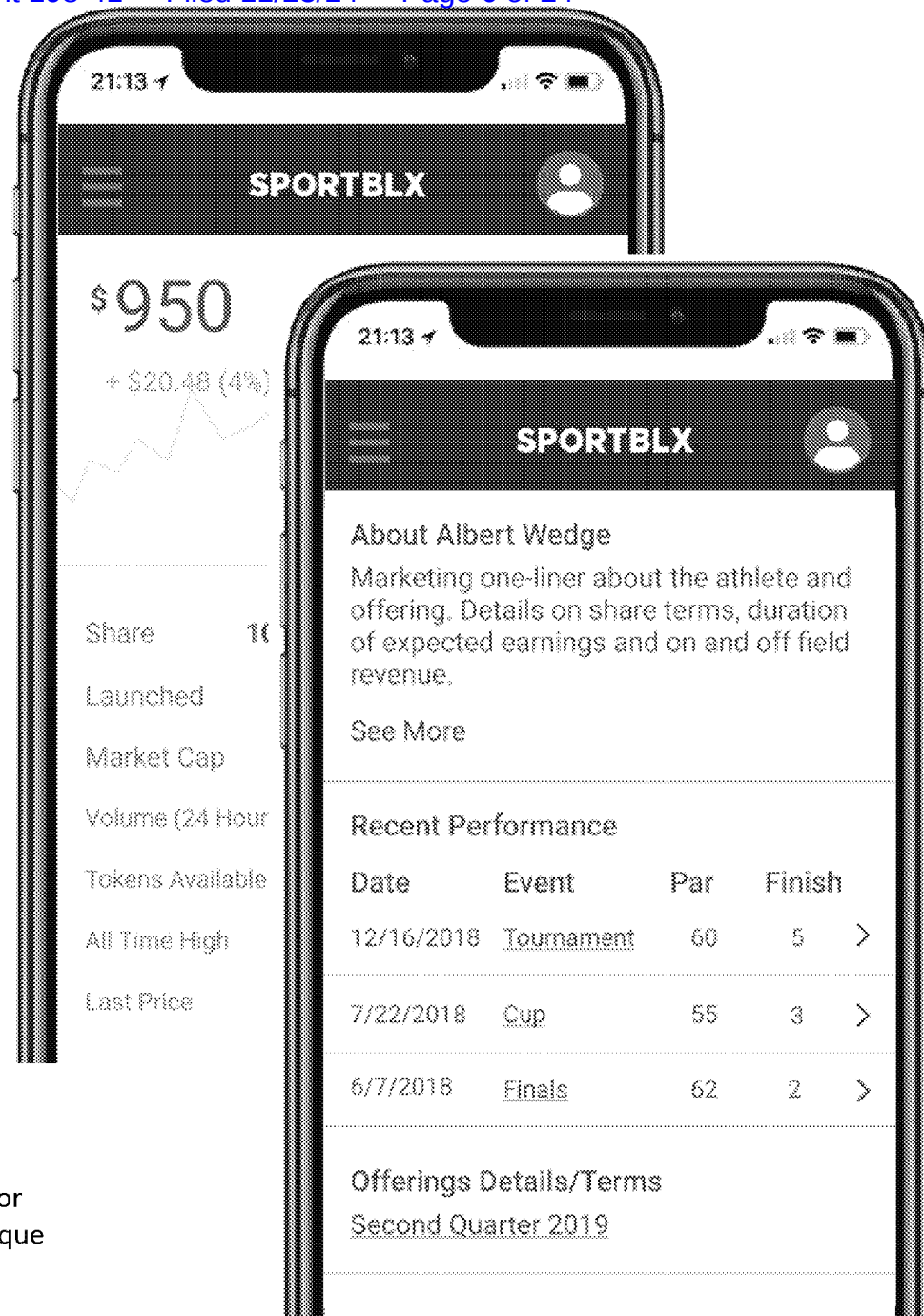
Fans and investors can manage their portfolio of unique sport assets, monitor other digital shares, and review details on new offerings. Unique sport assets can also be fractional interest in a race horse, a F1 team or a professional sports team.

Note: Wireframes are subject to final design.



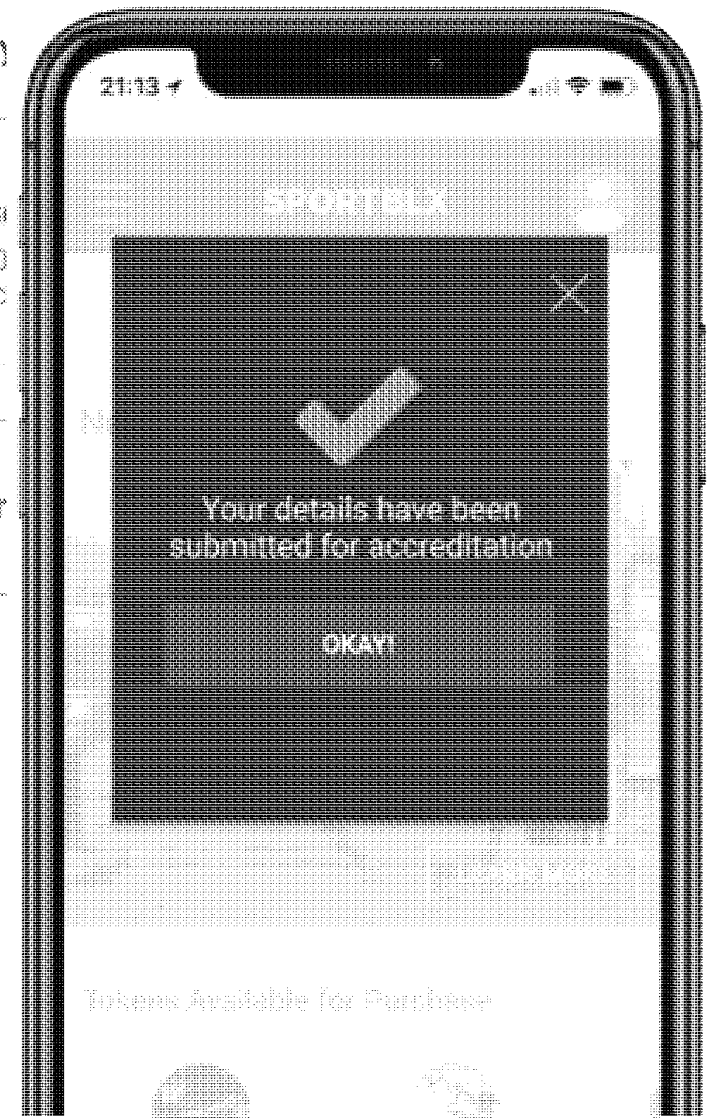
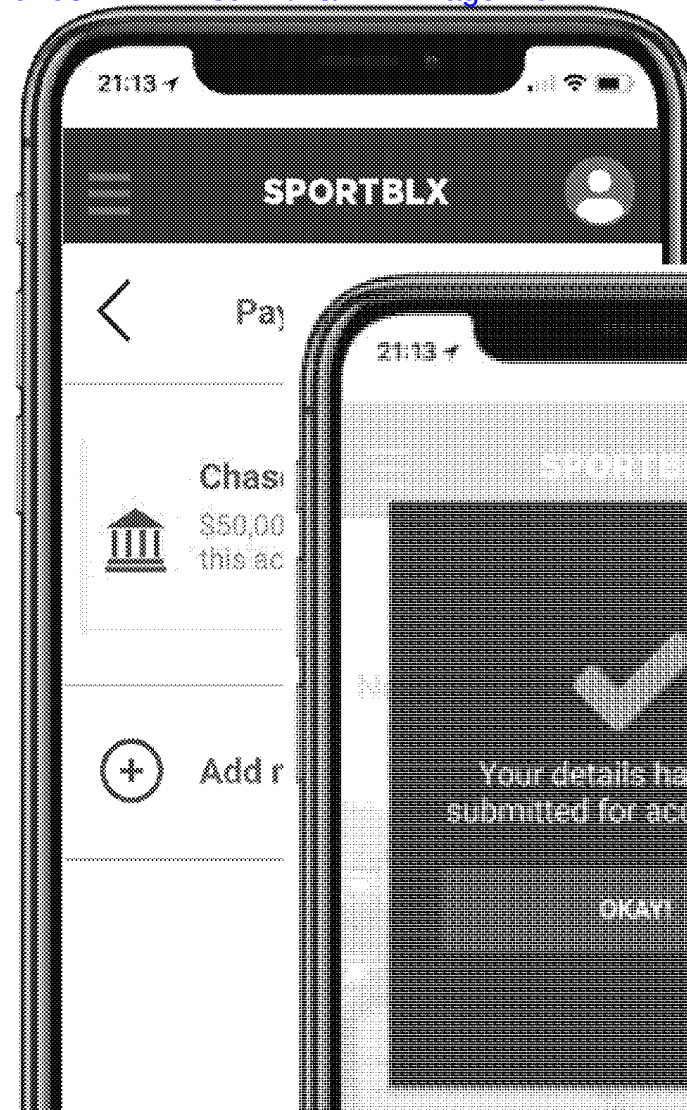
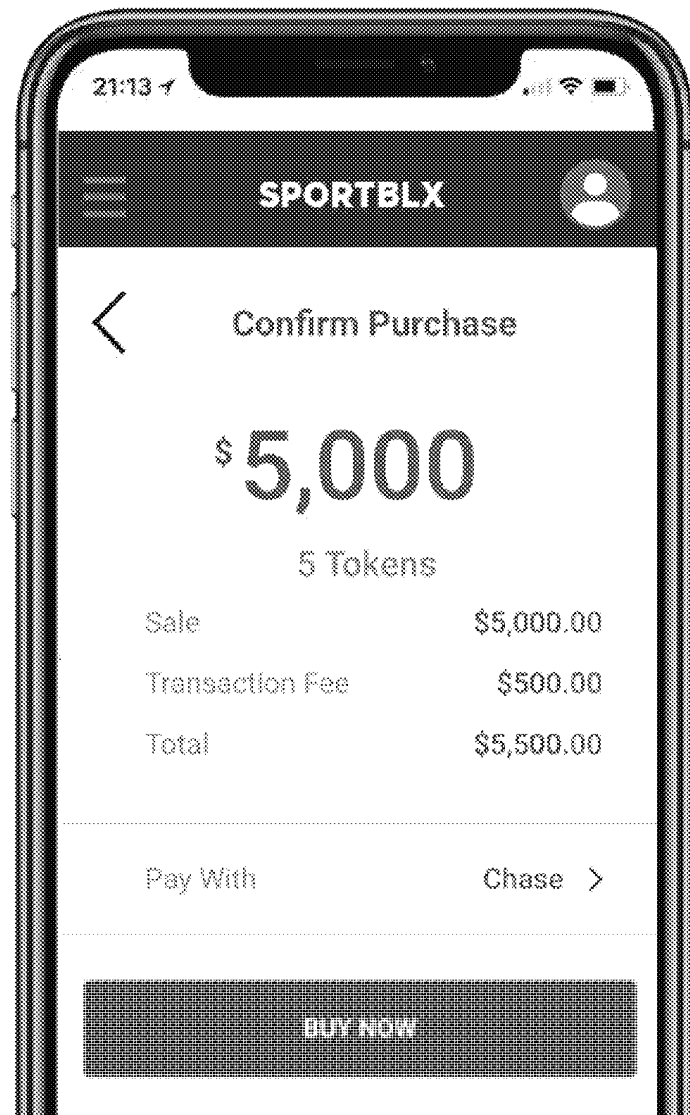


Fans and investors can access information on their offerings, monitor news and results of the underlying athlete, and eventually view unique media content.



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To access the offerings in The United States, fans and investors must be accredited. Upon the verification and standard KYC/AML checks, an investor can buy digital shares with a wire transfer of U.S. Dollars. Our Offshore operation will execute trades for investors all over the world.

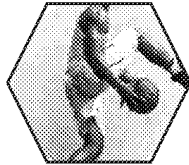
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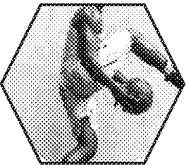
## HOW DOES IT WORK?



### Step 1:

The athlete, agent and business managers determine (i) the percentage of the athlete's earnings that he/she would contribute in exchange for cash today and (ii) the term. SPORTBLX would guide to 10-40% of the athlete's earnings and a term determined by the athlete's age. We would also consider off-the field earnings as well if mutually agreed upon.

**SPORT  
BLX**



### Step 2:

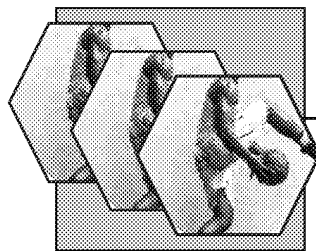
Together with SPORTBLX, the athlete determines the price to execute a sale to the marketplace and the cadence of the offering to ensure the best price execution.

% OF  
EARNINGS

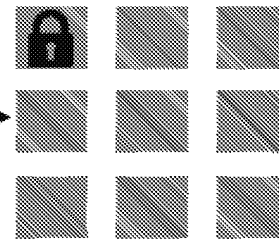
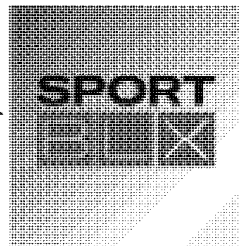
CASH

### Step 3:

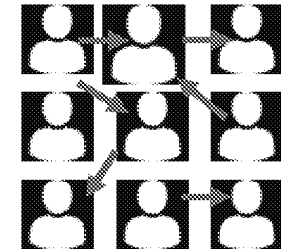
The athlete's digital shares are offered to the market. As shares are sold, cash is routed to the athlete. Going forward, the athlete will forego the contributed percentage of his earnings during the pre-determined term.



OWNERSHIP SHARE /  
REVENUE INTEREST



FRACTIONALIZATION



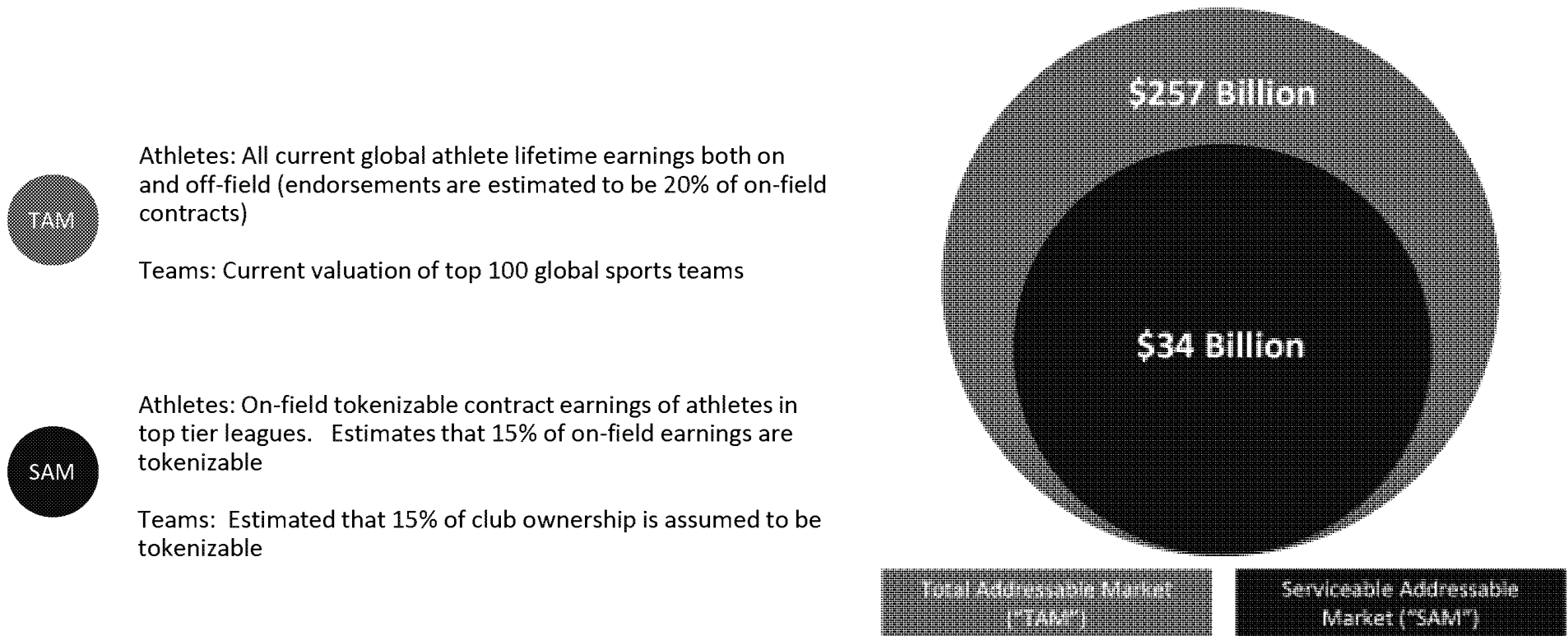
MARKET



CASH

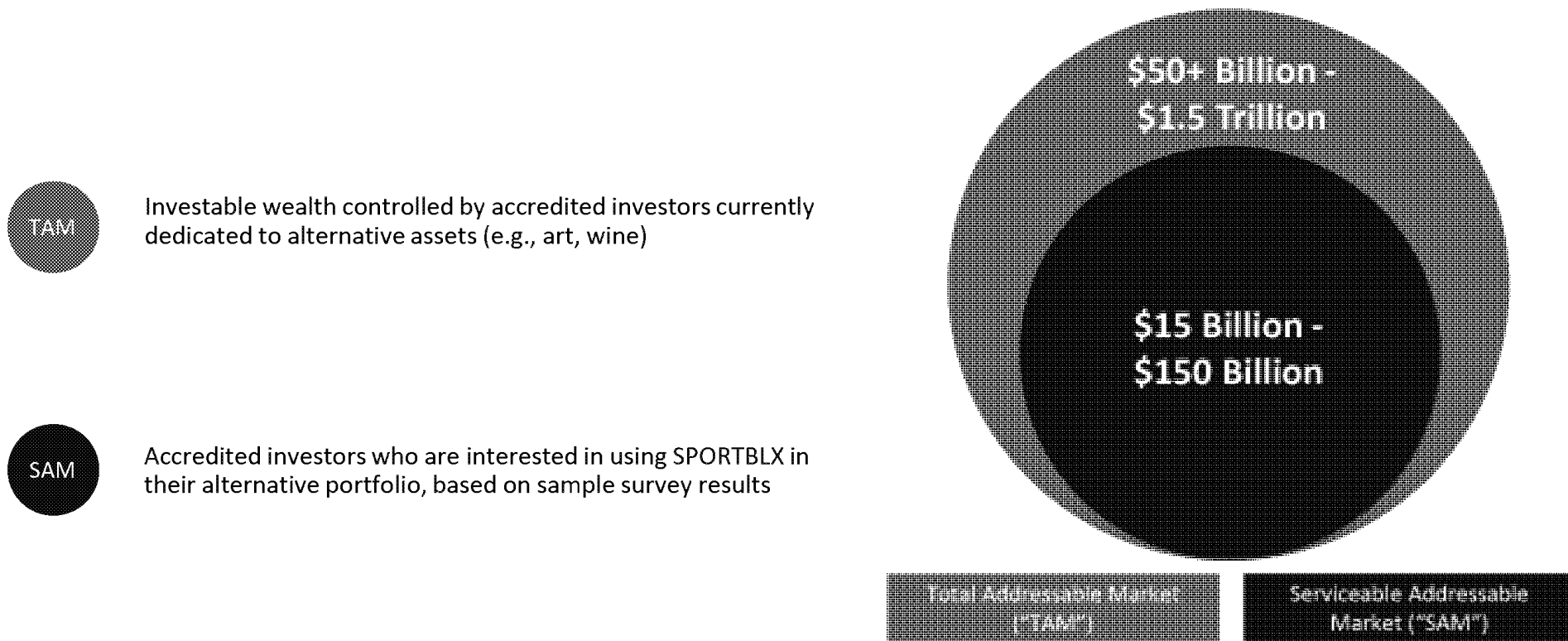


## MARKET OPPORTUNITY - SUPPLY



Source: Industry data synthesized by Consensus Solutions.

## MARKET OPPORTUNITY – DEMAND; U.S. ONLY

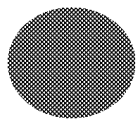


Source: Industry data synthesized by Consensys Solutions.

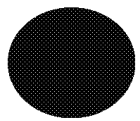
## WHY WOULD AN ATHLETE DO THIS?

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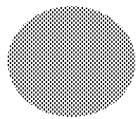
SPORTBLX can design a transaction tailored to the athlete's needs while still delivering value to the fans and investors on our platform.



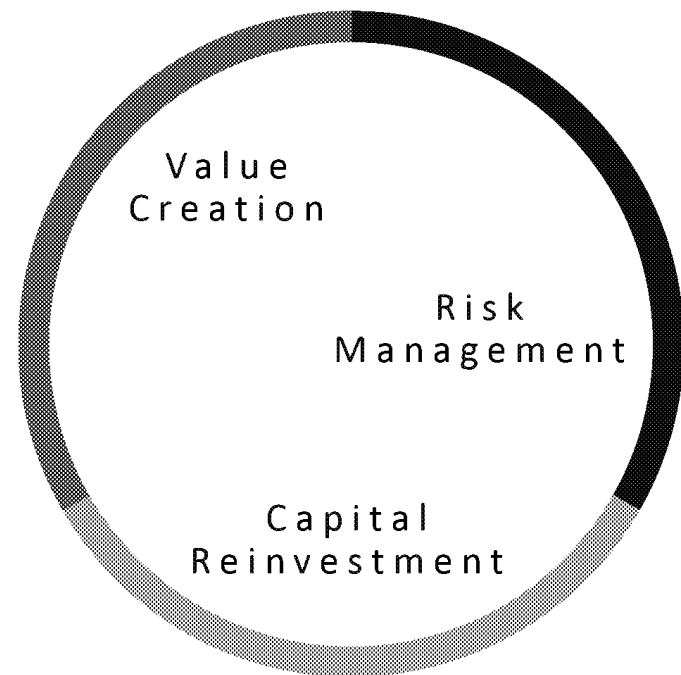
- Enhanced fan engagement
- Globalization of brand
- Opens corporate sponsorship
- Diversifies revenue
- Data harvesting



- De-risking transaction
- Downside protection from poor performance or injury



- A portion or all of the capital received can be re-invested in an advantageous way
- Tax advantages

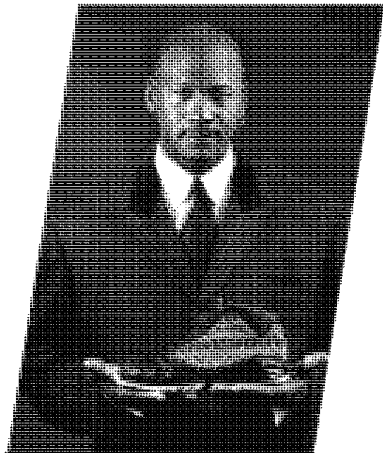


## AN ATHLETE CAN REDEFINE HIS/HER PLACE IN THE MARKET

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### Create a Lifestyle Brand

Michael Jordan  
Roger Federer



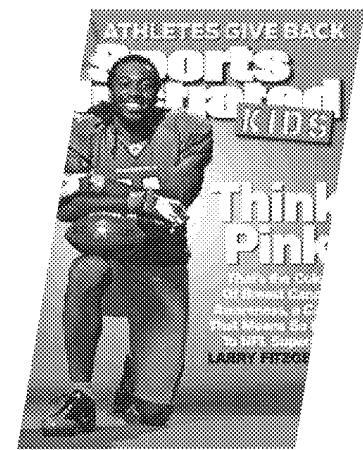
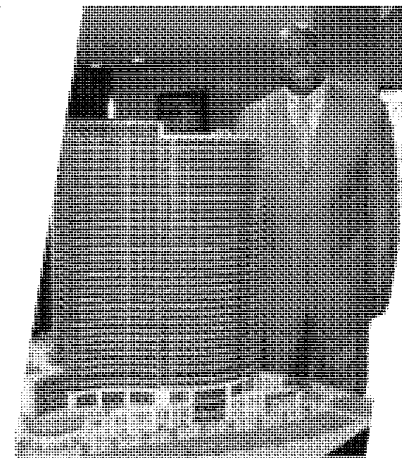
### Own a Sports Team

Serena/Venus  
Michael Jordan



### Give Back

Larry Fitzgerald  
Warrick Dunn



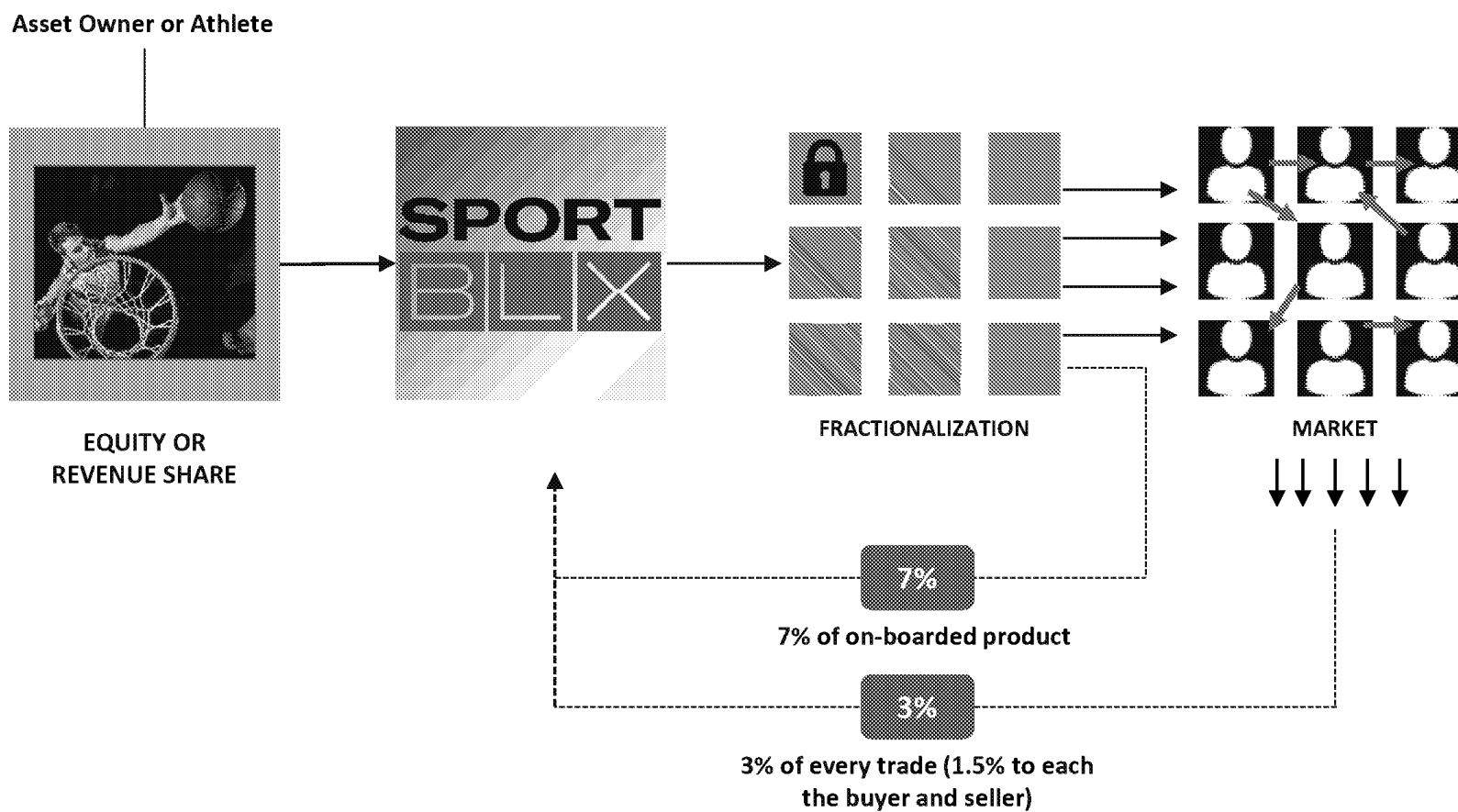
### Invest in Tech VC

Kobe Bryant  
Steph Curry  
Derek Jeter

### Be a Real Estate Mogul

Magic Johnson  
Emmitt Smith

## OUR REVENUE MODEL



## STRATEGIC PLAYERS: WHY WOULD THEY PARTNER?

Content  
Creation

- Voice more of the stories that fans and investors want
- Leads to a voracious consumption of all content formats (short form video, blog posts, breaking news, print, etc.)
- Turn the fantasy of sports into something real, personal and valuable to the fan/consumer

Cross  
Promotion

- Promote and create interoperability between different properties and for new/rising stars, along with monetizing them through a new revenue stream
- A way to draw in new viewership to emerging sports/leagues and manage churn/ARPU

Opportunity  
Creation  
through  
Technology

- Enhance and leverage existing technologies to drive shared costs down and increase business asset values, while answering the inevitable question of:

"What are you doing in Blockchain?"

Answer: We use **SPORTBLX**

Accretive  
Business  
Model

- Our model is designed to generate high-margin free cash flows without a lot of capital expenditures
- SPORTBLX will break down industry ownership paradigms and revolutionize engagement in sports, while creating democratic investment value for all participants involved



## PROTOCOL



### Based on ERC-721\*

Provides unique, verified ownership and identification

- ✓ Unique
- ✓ Non-Interchangeable
- ✓ Non-Fungible
- ✓ Private
- ✓ Verified



### Based on ERC-20 \*

Provides documentation and processes for sale

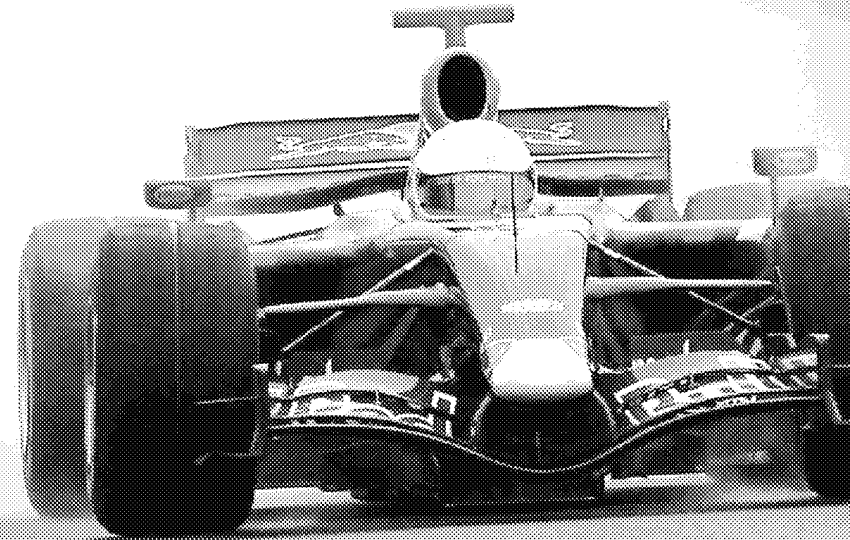
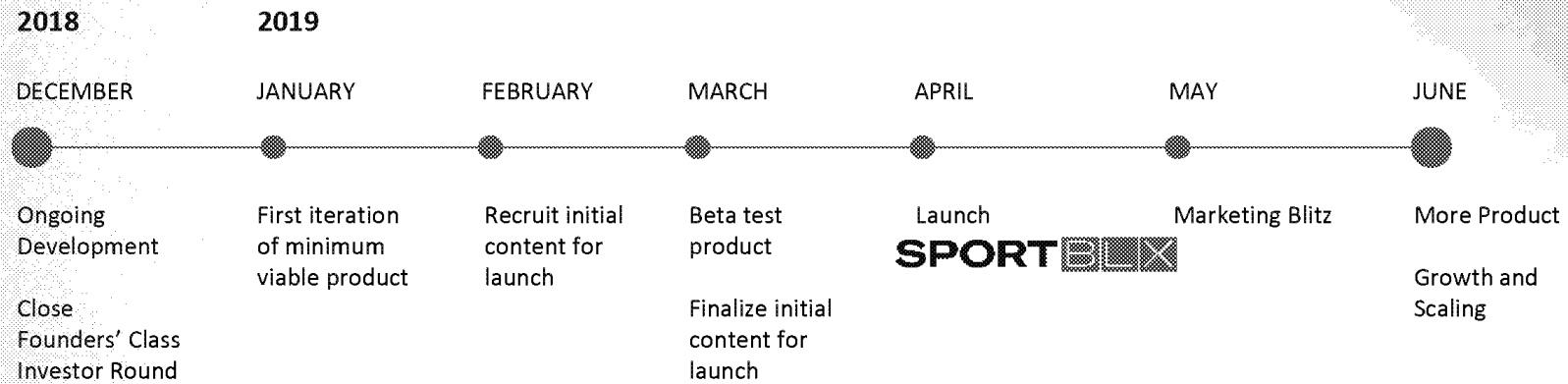
- ✓ Divisible
- ✓ Interchangeable
- ✓ Fungible
- ✓ Self-Generating
- ✓ Verified

### Why ETHEREUM?

The Protocol is being built on the Ethereum blockchain because of the prevalence of users in the community and ease of adoption. Ethereum allows for an efficient integration of smart contract parameters with stores of funds. Our goal would be to build our protocol to be blockchain agnostic.

\* ERC-721 is a free, open standard that describes how to build non-fungible or unique digital shares on the Ethereum blockchain. ERC-20 is a technical standard used for smart contracts on the Ethereum blockchain for implementing tokens.

## ROADMAP



## TEAM

**George E. Hall***Executive Chairman and CEO, Co-Founder*

George Hall has decades of experience in financial services having founded and lead Clinton Group, a multi-strategy investment firm since 1991. As the founder and CEO of Clinton Group, Mr. Hall is responsible for all final investment and trading decisions, risk management, and quantitative analysis at the firm and has been responsible for the application of applying cutting edge technologies to asset management.

**Joseph A. De Perio***Founder and President*

Mr. De Perio oversees the operations of Sport-BLX, Inc. full time. Prior to founding SPORTBLX with George Hall, Mr. De Perio was a senior portfolio manager at Clinton Group overseeing fundamental public equities, private equity and venture capital. He has over 15 years of experience in corporate finance, including over 12 years as an investment analyst, private equity executive and portfolio manager.

**Terence G. Richards***EVP, Development*

Mr. Richards has more than 20 years experience successfully leading global corporate business growth and development in sports, media, technology consumer products and finance.

**Consultants and Partners****CONSENSYS****DLA PIPER****Schulte Roth & Zabel****COVINGTON**

COVINGTON &amp; BURLING LLP

**MINTZ LEVIN****John L. Hall***EVP, Operations*

Mr. Hall oversees all matters related to the operations and execution of transaction on SPORTBLX as well as interfacing with external auditors and regulatory bodies in the U.S. and offshore domiciles. Prior to his appointment, Mr. Hall oversaw client relations, business development and fund administration at Clinton Group, having joined the firm in 1995.

**Peter Rawlins***EVP, Trading*

Mr. Rawlins is responsible for all aspects of trading and client experience at SPORTBLX. Prior to his appointment, Mr. Rawlins oversaw financing, cash management and operations functions at Clinton Group, having joined the firm in 1995.

**Henry Sullivan***EVP, Institutional Investment*

Mr. Sullivan brings more than twenty years of Wall Street trading, selling and marketing experience to SPORTBLX. Mr. Sullivan also serves as the Director of Marketing of Clinton Group and his network of transacted tested investors includes: endowments, foundations, family offices, sovereign wealth funds, pensions and high net worth investors.

**Consensys***Outsourced CTO*

Consensys has been selected to be a partner in the technology product build (platform, protocol, etc.). They will handle front-end GUI, backend protocols and systems architecture. SPORTBLX is in the process of transitioning the technology vertical in-house during the maturation of the initial build.

**Francis Ruchalski***Chief Financial Officer*

Mr. Ruchalski also serves in a similar capacity for Clinton Group having responsibilities in financial management since 1997.

**Head of Consumer Marketing***EVP, Marketing*

SPORTBLX is in active search for this key position.

**TURNER**

## FUNDRAISING STATUS

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- **SPORTBLX** raised a Founders' Class Round in late 2018
- Terms were as follows:
  - Common Equity
  - \$2 million
  - Pre-Money Valuation of \$9.5 million
- We are currently contemplating doing a follow-on raise or a pre-Series A round
  - Use of proceeds would be to accelerate both the marketing budget and the creation of our offshore affiliate and for general corporate purposes
- Proposed terms were as follows (based on received anchor orders):
  - Common Equity
  - \$2.5 million
  - Pre-Money Valuation of \$25 million

# CLINTON GROUP

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Incepted in 1991, Clinton Group is a SEC Registered Investment Advisor that invests globally across alternative investment strategies.

As directed by its Founder and CEO, George E. Hall, Clinton Group has a longstanding history of investment expertise in research with a focus on quantitative modeling, asset securitizations and machine learning.

SPORTBLX was created by executives of Clinton Group and incubated internally initially. In November 2018, SPORTBLX became its own independent entity.

**SPORTBLX** Corporate Office:

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9<sup>th</sup> Floor

New York, NY 10022

**Contacts:**

Joseph A. De Perio, President

Tel: +1 (212) 825-0400

Email: jad@sportblx.com

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Risk of loss. An investment in the Sport-BLX will be highly speculative, and there can be no assurance that the company’s objectives will be achieved. Investors must be prepared to bear the risk of a total loss of their investment

For more information, contact Joseph A. De Perio at [jad@sportblx.com](mailto:jad@sportblx.com).

## PLAYER X: MODELING ON-COURT EARNINGS

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### Upside Case

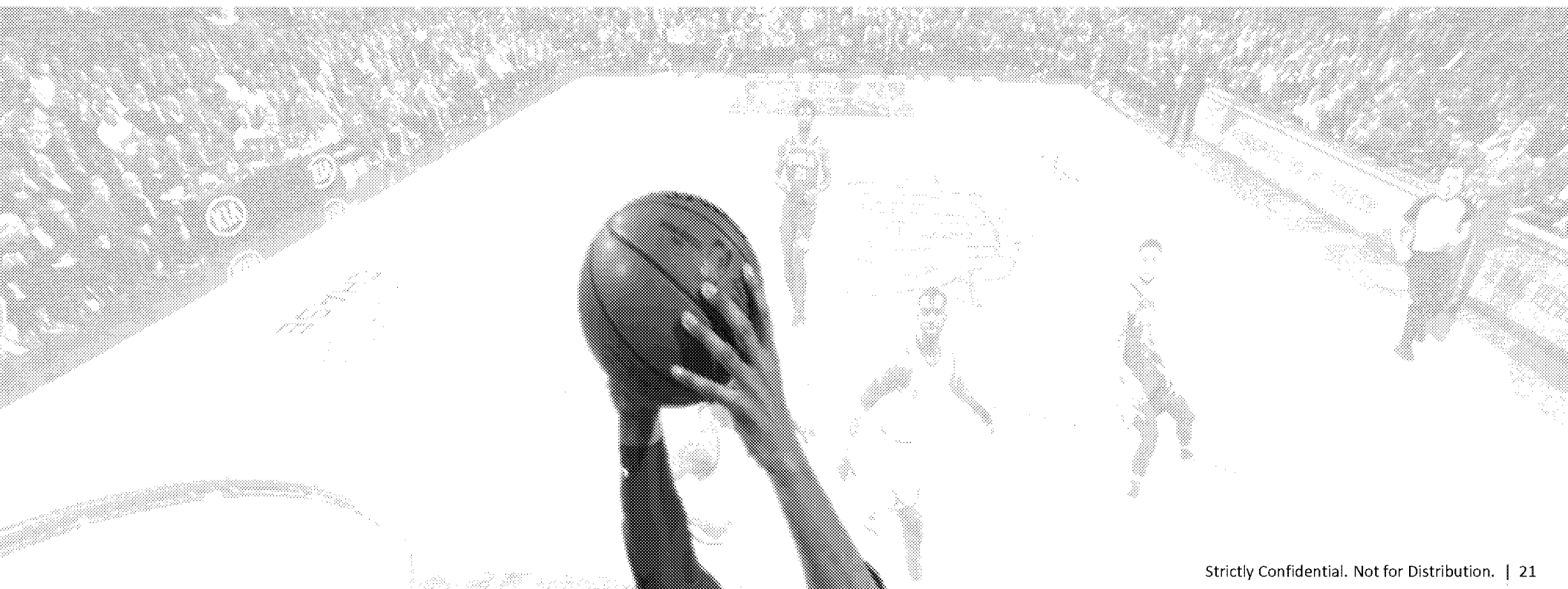
Athlete exceeds expectations, becomes a supermax player for multiple years

### Investment Case

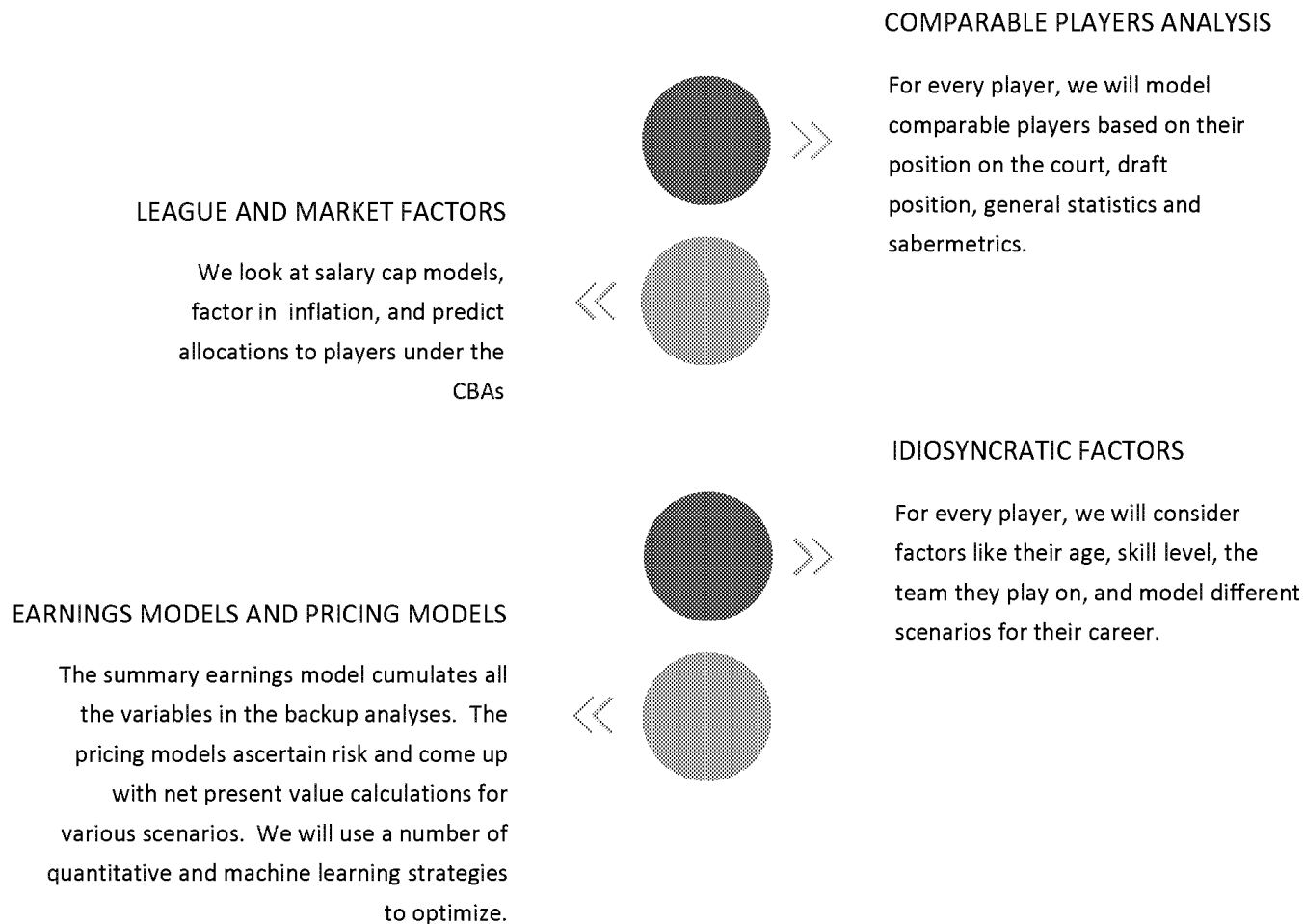
Most likely case for earnings for the next few years  
Determination on age and health

### Downside Case

Factors in underperformance or injury potential  
Only guaranteed earnings



## INVESTMENT CASE STUDY: PRICING THE REVENUE SHARE INTEREST



## PLAYER X: MODELING OFF-COURT EARNINGS

Upgrade Case

Top NBA players today can make \$13 to \$40 million per year off-the-court.

Their range in social media following is 10 to 35 million.

Other Cases

We model an athlete's status quo earnings and model certain scenarios for their level of success off-the-field.

